

The leading media brand for decision-makers  
in building distribution for 35 years



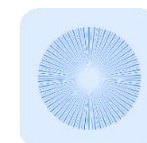
84K

Unique visitors/  
month<sup>(1)</sup>



44K

intentional e-mails in our  
database targeted to  
merchants



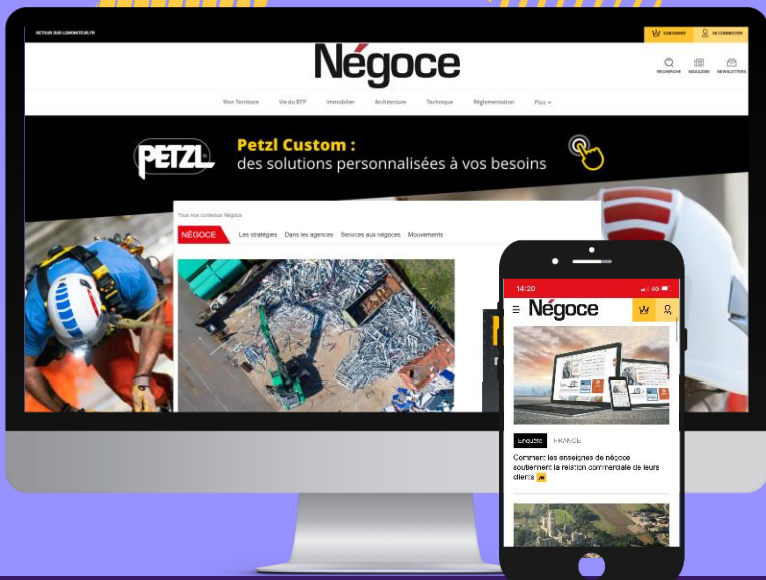
60,000

readers



12,300

copies distributed with  
each issue



**Services for traders**   **Materials**   **Strategies**   **Hardware**  
**Movements**   **Agences**   **Electricité**   **Outils**  
**Sanitary heating**   **Air conditioning and piping**   **Life of the building industry**  
**Public Works**   **Wood**   **DIY**   **Decoration products**

Source :  
(1) AT Internet Mars 2022

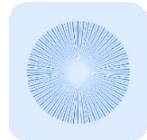
# An expert and recognized editorial team in the building distribution sector



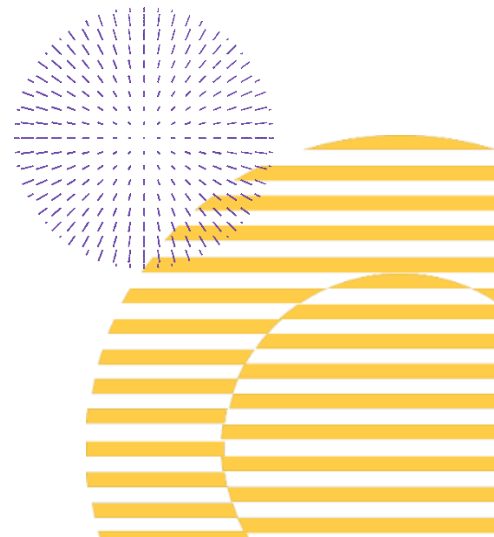
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Journalist



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Journalist - product section manager



# Négoce

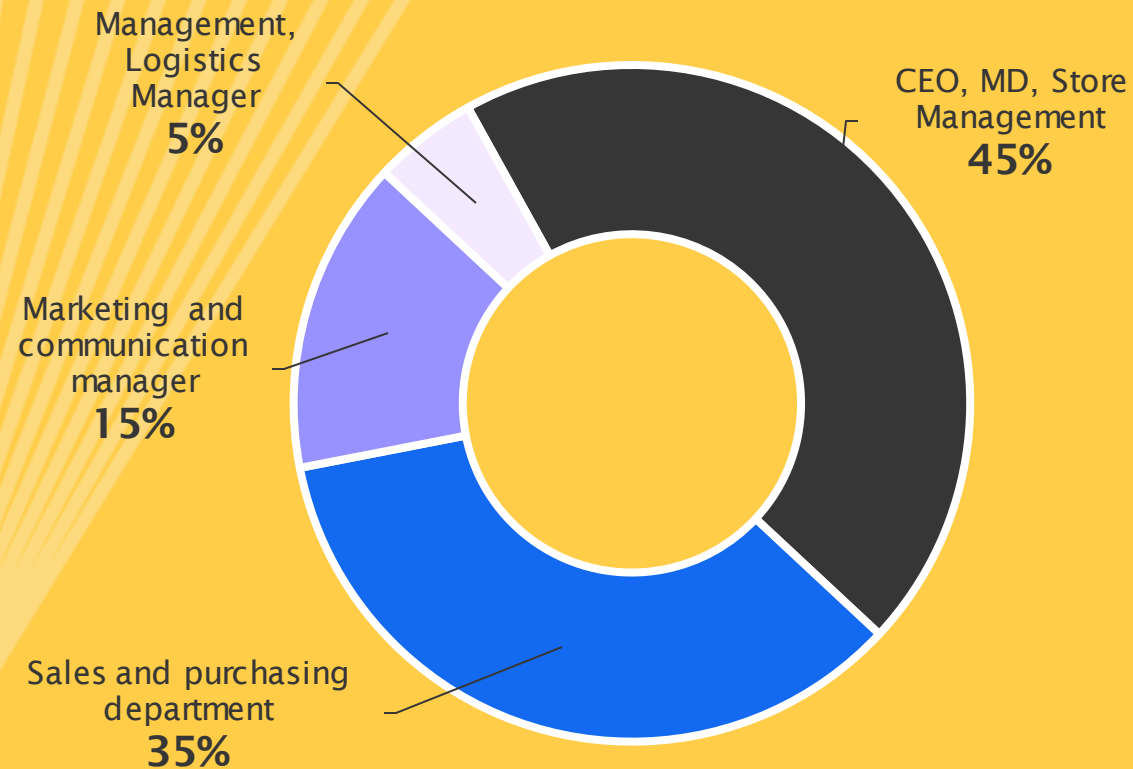


## The reference source of information for building merchants :

- ▶ As the leading information site in its sector, Négoce offers all the useful and relevant content, in France and internationally, **to understand the new issues related to building distribution and DIY.**
- ▶ A survey and a benchmarking system that accompanies you in the **best practices of your business to analyze the markets**, to decipher the strategies and to inform you on the innovations of the market.

# Readership profile of the N goce brand

## Functions in the company :



## Sectors of activity:



# Négoce

## Négoce : Building Distribution is ...



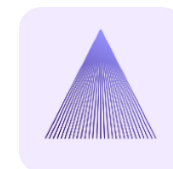
15,500 points of sale



4,600 companies



+165,000 employees



63.7 billion euros in sales

## *Plumbing, Heating, Air Conditioning and Piping Distribution*

- **180** companies
- **2,200** point of sales
- **19,000** employees
- **7** billion euros in sales

## *Electrical Equipment Distribution*

- **176** companies
- **1,750** point of sales
- **900** showrooms
- **19,000** employees
- **7** billion euros in sales

## *Decoration products distribution*

- **400** companies
- **1,600** point of sales
- **6,000** employees
- **2.6** billions euros in sales

## *Hardware distribution*

- **2,413** companies (85% de TPE)
- **3,629** point of sales (1.5 sal/ent)
- **27,232** employees
- **12** billion euros in sales

## *Wood and Materials Distribution*

- **1,184** companies
- **5,500** point of sales
- **80,000** employees
- **19** billion euros in sales

## *Public Works Distribution*

- **780** point of sales
- **+ 6,000** employees



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**LET'S KEEP IN TOUCH!**